

fashion calendar

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOC. EDITOR

1 9 6 0

20th YEAR • A WEEKLY PUBLICATION

Week of September 12, 1960

january

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8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, SEPTEMBER 9, 1960</u>			
Friday Sept. 9 9:00 A.M.	PRESS PREVIEW: LINE-FOR-LINE IMPORT COPIES Preview for press of Ohrbach's Paris and Italian couture line-for-line re-productions. By invitation. (Release date, Monday, Sept. 12). These fashions will be shown on WABC-TV, Tues., Sept. 13 at 10:30 P.M. with Maggi McNellis, commentator. Customer showing on Thurs., Sept. 15 at 1:00 P.M. on the fifth floor. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SALON
Friday Sept. 9 12:00 Noon	PREVIEW: HOLIDAY-CRUISE COLLECTION Lee Claire will present their Holiday-Cruise collection to press and buyers. <u>Showings Sept. 9, 12, 13, 14, 15, 16 at 12:00 Noon.</u> Luncheon will be served. By invitation. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Friday Sept. 9 12:30 P.M. Luncheon	REPORT: EUROPEAN COLLECTIONS Report on European collections by Betsy Talbot Blackwell, editor-in-chief, "Mademoiselle". Price: \$7.00, members; \$9.00, guests. Contact: WI. 7-0324.	N.Y. FASHION DESIGNERS (1457 BWAY)	500 CLUB 500 SEVENTH AVENUE
Beginning Friday Sept. 9	HOLIDAY AND CRUISE COLLECTIONS Fashions by Polly Hornburg of Calypso, Bermuda; Strelitz of Ireland; Cosentino of Capri; Creations by Theresa, Italy; Anne Rubin Imports. By appointment. Contact: Virginia Krementz, PL. 3-4464; PL. 3-3500, EX. 203.	VARIOUS MANUFACTURERS	VIRGINIA KREMENTZ 42 W. 58 ST., RM. 203

WEEK BEGINNING SUNDAY, SEPTEMBER 11, 1960

Sunday Sept. 11 1:15 P.M.	FALL FASHIONS AT SUNDAY BRUNCH Showing of Fall fashions by Herbert Sondheim, available at Bergdorf Goodman. Hats--Mr. John. Shoes--Fiorentina. Coiffures by Laurence of Ultima. Reservations--\$4.00; contact: Mr. Jerome, CI. 6-7700. Fashion Show Director: Peggy Cantor, MU. 9-8542.	HERBERT SONDHEIM, INC.	HAMPSHIRE HOUSE FOUNTAIN ROOM
Beginning Sunday Sept. 11	HOLIDAY & RESORT SHOWINGS IN N. Y. Continuous showings of the Maxwell Shieff Holiday and Resort collection. Publicity: Eve Siegel, MU. 8-4598.	MAXWELL SHIEFF OF CALIFORNIA	SAVOY-HILTON HOTEL
Monday Sept. 12 9:00 A.M. Breakfast	PREVIEW OF IMPORTS AND REPRODUCTIONS Press preview of Alexander's French and Italian imports and reproductions. Showing at 10:00 A.M. By invitation. (These fashions will be shown on WCBS-TV, Tuesday, Sept. 13 at 8:00 P.M.--Commentary by Anne Jeffreys and Robert Sterling) Publicity: Roberta Davis, CY. 8-2000.	ALEXANDER'S	HOTEL ASTOR EMERALD ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 12	SAKS FIFTH AVENUE RELEASE DATE--Import collection (No Show.)		
Sept. 12	OHRBACH'S RELEASE DATE--Import Copies, Sept. 9 at 9:00 A.M. (See Pg. 1).		
Monday Sept. 12	TWO FASHION SHOWS FOR CUSTOMERS	SAKS-34TH & PURITAN DRESS CO.	5TH FLOOR
12:15 P.M.	Puritan will present the Gloria Swanson Fall collection for Saks-34th.		
5:45 P.M.	Miss Gloria Swanson will draw five tickets at each show, each winner to receive one of her Fall fashions. Commentator: Mr. Robert Collin.		
	Publicity: Mildred S. Cipes, LA. 4-7000, Ext. 446.		
Monday Sept. 12	CUSTOMER SHOWINGS OF IMPORT COPIES	MACY'S NEW YORK	3RD FLOOR BROADWAY BUILDING
12:30 P.M.	"Line-for-Line" imports will be presented at 12:30 and 6:00 P.M. (These		
6:00 P.M.	fashions will be shown on WNBC-TV, Sun., Sept. 11 at 10:30 P.M., commentary by Kitty Carlisle and Melvyn Douglas, sponsored by "Holiday" Magazine from The Four Seasons Restaurant.) Publicity: Stephanie Horton, OX. 5-4400.		
Monday Sept. 12	BENEFIT SHOWING OF IMPORT COLLECTION	BAMBERGER'S (NEWARK, NEW JERSEY)	HOTEL SUBURBAN E. ORANGE, N.J.
1:30 P.M.	"Made-In-Europe Couture Collection, 1960", for benefit of the Garden State Concerts Guild. Press by invitation, Tickets: \$2.50.		
	Publicity: Carolyn Black, Market 4-2400, Ext. 2024.		
Monday Sept. 12	CRUISE AND EARLY SPRING COLLECTION	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
2:00 P.M.	Showing of Originala's Cruise and early Spring collection at 2:00 P.M. daily. By appointment. Contact: Louis Mariani, BR.9-8988.		
Monday Sept. 12	OPENING: HOLIDAY & RESORT COLLECTION	JERRY PARNIS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
2:30 P.M.	Holiday and Resort dress collection for press and buyers at 2:30 P.M. on Sept. 12, 13, 14, 15 by reservation. Contact: CH. 4-5706.		
Beginning Monday Sept. 12	PREVIEW OF FABRICS FOR RETAILERS	DEERING MILLIKEN, INC.	1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR
4:00 P.M.	Preview for retailers of "The Milliken Center of Performing Fabrics" -- display in colors of Holiday, Resort and Spring fabrics for childrens-wear, sportswear, suits, dresses, coats and knits: <u>Mon., Sept. 12 at 4:00 P.M.; Tues., Sept. 13 at 9:00 A.M.; Wed., Sept. 14 at 2:30 P.M.; Thurs., Sept. 15 at 2:30 P.M.</u> Admission by ticket only. Publicity: Julie Buddy, Fashion Director, OX. 5-1200.		
Monday Sept. 12	PRESS PREVIEW: FASHIONS BY HOWARD GREER	JAY THORPE	HOTEL PLAZA STATE SUITE
5:00 P.M.-	Howard Greer will be present at Jay Thorpe's preview of his Fall collection.		
7:00 P.M.	By invitation. (Release date - Tues., Sept. 13). Publicity: Virginia Cocktails		
	Woodruff, 111 West 57th Street, PL. 7-8960.		
Beginning Monday Sept. 12	OPENING: HOLIDAY AND RESORT KNITWEAR	ALBERTO IMPORT, INC.	1407 BROADWAY SHOWROOM - 12TH FLOOR
	Informal showings of knitwear, featuring Italian and French imports		
	Contact: Michael Salzman, OX. 5-1840.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
RESORT AND HOLIDAY OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA, (FOGA)			
(First Time F.O.G.A. Has Scheduled Openings of Resort Collections)			
<u>MONDAY, SEPT. 12</u>			
	Murray Zenkel.....	Continuous.....	530 7th (19 Fl.) CH. 4-2270
<u>TUESDAY, SEPT. 13</u>			
	Hannah Troy, Inc.....	1:00 P.M.....	530 7th (2 Fl.) LO. 3-0988
<u>WEDNESDAY, SEPT. 14</u>			
	Nat Kaplan, Inc.	1:15 P.M.....	498 7th (21 Fl.) LO. 5-4115
	Ben Barrack, Inc.	Continuous.....	498 7th (7 Fl.) LO. 4-3923
	Herbert Schneider, Inc.	Continuous.....	498 7th (9 Fl.) LO. 4-1625
<u>THURSDAY, SEPT. 15</u>			
	Cameo Evening Fashions	10:30 A.M.....	530 7th (3 Fl.) PE. 6-0151
	Five-Thirty P.M. Fashions.....	10:30 A.M.....	530 7th (3 Fl.) PE. 6-0151
	Myron Herbert, Inc.	4:00 P.M.....	530 7th (20 Fl.) LO. 4-6830
	Grobe Originals, Inc.	Continuous.....	498 7th (16 Fl.) BR. 9-9384
	Jobere, Inc.	Continuous.....	530 7th (30 Fl.) PE. 6-1938
	Philip Robertson	Continuous.....	530 7th (P.H.) PE. 6-1351
	Young Viewpoint Dresses.....	Continuous.....	1400 Bway(25 Fl.) CH. 4-4131
	Young Viewpoint Knits.....	Continuous.....	1400 Bway(27 Fl.) CH. 4-4131
<u>FRIDAY, SEPT. 16</u>			
	Grabois.....	1:15 P.M.....	498 7th (5 Fl.) CH. 4-2767
	Jerry Silverman, Inc.	Continuous.....	530 7th (10 Fl.) CH. 4-4940
	Martin Simon, Inc.	Continuous.....	498 7th (7 Fl.) LA. 4-2877
<u>TUESDAY, SEPT. 20</u>			
	Abe Schrader Corp.	11:30 A.M.....	530 7th (15 Fl.) LO. 4-9194
	Mort Schrader, Inc.	2:30 P.M.....	530 7th (15 Fl.) LO. 4-9194

Beginning	OPENING OF RESORT	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE
Monday	& SPRING COLLECTIONS		SHOWROOM - 17TH FLOOR
Sept. 12	Resort and Spring Pettit-4's, for the petite miss; and "Terry Rogers" misses sizes, at informal showings. Contact: CH. 4-3558.		
Beginning	OPENING: RESORT, CRUISE,	LOOMTOGS, INC.	1410 BROADWAY
Monday	EARLY SPRING COLLECTION		SHOWROOM - 15TH FLOOR
Sept. 12	Continuous daily showings of Loomtogs' Resort collection of sportswear and separates. Contact: Arnold Schoenfeld, LA. 4-4671.		
Beginning	OPENING: RESORT AND	ULLA FASHIONS, INC.	1384 BROADWAY
Monday	HOLIDAY SKI COLLECTION		SHOWROOM - RM. 1184
Sept. 12	Showing of Ulla's collection of Resort, Cruise and Holiday fashions and ski-wear. By appointment. Contact: Don Cooper, BR. 9-9076.		
Beginning	HOLIDAY-RESORT OPENINGS	CALIFORNIA FASHION	INDIVIDUAL SHOWROOMS
Monday	IN LOS ANGELES	CREATORS	LOS ANGELES
Sept. 12	The 37 Guild Members will open Holiday, Resort and early Spring collections. Contact: California Fashion Creators, 740 So. Broadway, L.A.		
Monday	ANNUAL FASHION AWARDS	NEIMAN-MARCUS	SHERATON-DALLAS HOTEL
Sept. 12-	AND EXPOSITION		DALLAS, TEXAS
Sept. 13	The twenty-third annual Neiman-Marcus Fashion Exposition, with awards to Claude Staron; Sylvia Pedlar; Edward Purke Smith; Roger Jean-Pierre, French costume designer. Contact: Kay Kerr, LO. 4-1200; or Sara Marshall, Neiman-Marcus, Dallas, Texas.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Sept. 12	OPENING: RESORT AND HOLIDAY COLLECTION Continuous showings of Frank Leone's Resort and Holiday daytime and evening fashions, designed by Raffaele. Contact: LO. 5-3250. Publicity: Julia Berren Associates, 545 Fifth Avenue, MU. 7-6865	FRANK LEONE, INC.; RAFFAELE ORIGINALS	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday Sept. 12- Sept. 17	HOLIDAY AND RESORT SHOWING IN NEW YORK Travilla will present his Holiday and Resort collection in N.Y. By appointment. Contact: Travilla in Los Angeles.	TRAVILLA (853 N. LA CIENEGA, L.A.)	SAVOY HILTON HOTEL
Monday Sept. 12	FURS FOR INTERIOR DECORATING SHOP Monsieur K, first shop dealing exclusively in furs for interior decorating, will feature a selection of fur rugs, blankets, throws and bed spreads. Publicity: Inajane Rossman at Terry V. Seymour, 16 W. 55th St., PL. 7-9170.	MONSIEUR K	1407 LEXINGTON AVENUE (AT 82ND STREET)
Tuesday Sept. 13 9:45 A.M.	PRESS PREVIEW OF MATERNITY FASHIONS Preview of Fall and Winter maternity fashions, designed by Helene Scott. By invitation. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT	465 FIFTH AVENUE 10TH FLOOR
Tuesday Sept. 13 10:30 A.M.	PREVIEW: HOLIDAY JUNIOR DRESS COLLECTION The Guy D. Holiday junior dress collection, for press and buyers. By invitation. Contact: Dorothy McCauley, LO. 4-3913.	GUY D.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Sept. 13 11:00 A.M.; 2:30 P.M.	PREVIEW OF HOLIDAY COLLECTION Preview for press and buying offices of color coordinated separates. By invitation. Continuous thereafter. Contact: Marianne Cruze, LO. 4-3113.	MAJESTIC SPECIALTIES	1410 BROADWAY SHOWROOM - 16TH FLOOR
Tuesday Sept. 13 12:00 Noon	PREVIEW OF HOLIDAY AND RESORT COLLECTION Designed by Sylvan Rich, for press and buyers. Luncheon showings Sept. 15, 20, 27, 29. By invitation. Contact: Eli Lehrman, LO. 4-0616.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday Sept. 13; Sept. 14 12:00 Noon Luncheon	PREVIEW OF CASCAMI SETA YARNS Gerli will present Italian fabrics woven from new types of spun silk, synthetic yarns and blends, produced by Cascami Seta, a division of Italy's Snia Viscosa. <u>Guests of Honor: Dr. Mario Braida; Mr. Edigio Caldiron of Cascami, Milan. For press and manufacturers. Luncheon--Wed., Sept. 14 at 12:00 Noon, for textile technicians. By invitation. Publicity: Terry V. Seymour, 16 West 55th St., PL. 7-9170.</u>	GERLI & CO., INC. (2 PARK AVENUE)	HOTEL ASTOR COLLEGE ROOM - 8TH FLOOR
Tuesday Sept. 13 12:30 P.M. Luncheon	PRESS PREVIEW: PAULETTE'S FALL HATS Reproductions of Paulette's Fall millinery, available exclusively at Saks Fifth Avenue, will be previewed. Introduction of Mme. Paulette to the press. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Tuesday Sept. 13 12:30 P.M. Luncheon	PRESS PREVIEW: NEW LEATHER PROCESSING The press will preview new development in processing of leather fashion footwear. Michael Kitzmiller, OX. 5-6200.	ENDICOTT JOHNSON CORP. (ENDICOTT, N.Y.)	ESSEX HOUSE THE COLONNADES

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 13; Sept. 14 1:00 P.M.	OPENING: HOLIDAY & RESORT COLLECTION The Mr. Mort Holiday and Resort junior dress collection, designed by Lee Evans. By admission card. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday Sept. 13 1:00 P.M.	OPENING OF RESORT & HOLIDAY COLLECTION Showing of Resort and Holiday collection on Sept. 13, 14, 15, 20 and 21 at 1:00 P.M. Contact: Miss Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Sept. 13 2:00 P.M.	OPENING: HOLIDAY AND CRUISE COLLECTION Contact: Peter Kallish, LO. 5-2626.	RAPPI, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Sept. 13 2:30 P.M.	OPENING: RESORT AND EARLY SPRING Resort and early Spring collection at 2:30 P.M., Sept. 13, 15, 20, 21 27, 29. By reservation. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday Sept. 13 2:30 P.M.	OPENING OF RESORT COLLECTION Showings at 2:30 P.M. on Sept. 13 and 14. Contact:	LARRY ALDRICH, INC.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR CH. 4-1872.
Tuesday Sept. 13 3:00 P.M.	PRESS PREVIEW: CUSTOM AND IMPORT COLLECTION Showing of the Hattie Carnegie Fall custom and import collection. By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
Tuesday Sept. 13 & Sept. 20 3:00 P.M.	HOLIDAY & RESORT COLLECTION Showing of Margot's fashions to buyers on Tuesday Sept. 13 and Sept. 20 at 3:00 P.M. By invitation. Contact: Peter Kallish, LO. 5-2626.	MARGOT, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday Sept. 13 5:00 P.M.	PRESS PREVIEW AND HOUSEWARMING Edward Abbott's Resort dress collection, designed by Wilson Folmar at a housewarming in new showroom. (Note Change of Date). By invitation. Trade showings Sept. 14, 15, 16 at 10:30 A.M. By reservation. Contact: Mr. Revell, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Sept. 13 6:30 P.M.- 9:00 P.M.	FIRST SESSION OF FASHION CAREER COURSE "Designing"--Speakers: Bill Blass, Maurice Rentner, Ltd.; Bonnie Cashin, Bonnie Cashin Designs; Evelyn Dawson, Suzy Perette; Virginia Pope, Parade Publications. Price of course: \$20.00. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	ENGINEERING SOC. AUD. 29 WEST 39TH STREET
Beginning Tuesday Sept. 13	OPENING: HOLIDAY & RESORT COLLECTION Continuous showings, featuring group of full length inaugural fashions. (Note Change of Date). Contact: Bill Rosenberg, WI. 7-0511.	DAVID MORRIS CO., INC.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday Sept. 14 9:00 A.M Breakfast	PREMIERE PREVIEW: JACQUES HEIM SPORTSWEAR First American collection of Jacques Heim's sportswear, for S. Augstein & Co. For press, by invitation. Thereafter in showroom. Publicity: Ann Roman at Bell & Stanton, YU. 6-1250.	S. AUGSTEIN & CO. (1407 BROADWAY)	ST. REGIS HOTEL LOUIS XVI SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 14 10:00 A.M.	OPENING: HOLIDAY AND RESORT COLLECTION <u>Cne showing only</u> of Adele Simpson's Holiday and Resort collection. By invitation. Contact: LA. 4-7626. Publ: Eleanor Lambert, MU. 8-2130.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Sept. 14 10:30 A.M.	OPENING: HOLIDAY AND RESORT COLLECTION Opening of Richard Cole's Holiday and Resort collection. Informal showings thereafter. For reservations, contact: OX. 5-4760.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday Sept. 14 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his custom-order collection to the press. By invitation. (<u>Release date - Sept. 16</u>). Publ.: Eleanor Lambert, MU.8-2130.	MAINBOCHER	6 EAST 57TH STREET SALON
Wednesday Sept. 14 12:00 Noon	NEW WAYS IN MODERN DINING Vignette settings of household appliances. Speaker: Poppy Cannon. Prices: \$6.50, members; \$7.50 guests. Contact: TE. 8-5133.	NATIONAL HOME FASHIONS LEAGUE (767 LEXINGTON)	HOTEL PIERRE GRAND BALLROOM
Wednesday Sept. 14 12:30 P.M. Luncheon	COATS AND SUITS AT LUNCHEON SHOW Fall-Winter coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Headwaiter", EL. 5-3000. Fashion Show Director: Mary Alice Rice, CI. 6-1790.	HARRY FRECHTEL (205 WEST 39TH ST.)	WALDORF-ASTORIA PEACOCK ALLEY
Wednesday Sept. 14 12:30 P.M. Luncheon	SHOWING OF CRUISE & HOLIDAY COLLECTION Showing of Cruise and Holiday collection on Sept. 14 and 20 at 1:15 P.M. (Luncheon at 12:30 P.M.). Contact: Marian Auley, LA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Beginning Wednesday Sept. 14 1:15 P.M.	OPENING: RESORT & TRAVEL COLLECTION Showings at 1:15 P.M., Sept. 14, 15, 20, 26, 28, Oct. 5. Contact: Miss Fritz, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Sept. 14; Sept. 15 2:00 P.M.	PREVIEW OF HOLIDAY JUNIOR COLLECTION Collection designed by Betty Carol. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Sept. 14 2:30 P.M.	PREVIEW: FALL-WINTER CUSTOM-ORDER FASHIONS Showing for press and customers. By invitation. Contact: EL. 5-5275.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Wednesday Sept. 14 3:00 P.M. Champagne Tea	ANNUAL DESIGNER SHOW IN BOSTON Filene's French Shops' annual designer fashion showing, with Design Talent Awards personally presented to Antonio Castillo of Lanvin-Castillo, Paris; Simonetta, Tome; Norman Norell, U.S.A. Admission by ticket only - \$4.50. Fashion Promotion Director: Virginia Harris, Filene's, Boston, Mass.	FILENE'S	SHERATON-PLAZA (BOSTON) GRAND BALLROOM
Wednesday Sept. 14 4:00 P.M.	PRESS PREVIEW OF SWIMSUIT FASHIONS Resort swimsuit fashions. By invitation. Fashion Show Director: Mary Alice Rice. Contact: Marvin Krumholz, SP. 7-3895.	BRIGANCE FOR SINCLAIR	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 14- Sept. 15	OPENING OF JUNIOR HOLIDAY COLLECTION Parklane Juniors daytime holiday dresses; and Parklane Debs cocktail fashions. Continuous thereafter. Contact: Ruth Elsinger, WI. 7-0430.	PARKLANE JUNIORS & PARKLANE DEBS	1400 BROADWAY SHOWROOM - 28TH FLOOR
Beginning Wednesday Sept. 14	RESORT AND HOLIDAY LEATHER COLLECTION "Sparkle Collection"--continuous showings of Samuel Robert's Resort and Holiday leather fashions. Publicity: Sara Pennoyer, MU. 3-7466.	SAMUEL ROBERT, INC.	1407 BROADWAY SHOWROOM - 27TH FLOOR
Thursday Sept. 15 8:15 A.M. Breakfast	RESORT, HOLIDAY AND SPRING LEATHER FASHIONS "High Llamas of Fashion" will present couture leather fashions. By invi- tation. Publicity: Fashion Bureau, 128 East 37th St., OR. 9-6996.	LADIES LEATHER APPAREL MFRS. ASSN.	500 CLUB 500 SEVENTH AVENUE
Thursday Sept. 15 10:30 A.M.	PREVIEW OF RESORT & HOLIDAY COLLECTION Preview of Resort and Holiday cocktail and evening fashions. Thereafter continuous. Contact: Sandy Abelson or Abe Goldman, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Thursday Sept. 15 12:15 P.M. Luncheon	PRESS PREVIEW OF FALL PROMOTIONS Store-wide Fall promotion plans will be previewed for the press. By invitation. Public Relations Director: Marilyn Cook, WI. 7-3300.	LORD & TAYLOR	ROOF - 11TH FLOOR
Thursday Sept. 15 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Fall fashions by Branell, available at Best & Co. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Fashion Show Director: Mary Alice Rice, CI. 6-1790.	BRANELL	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 15 1:15 P.M.	OPENING: HOLIDAY AND RESORT COLLECTION Showing of Holiday and Resort collection by Gothe. Publicity: Nona James, YU. 6-6980.	GOTHE (DAVID E. GOTTLIEB)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR Contact: LO. 5-2727.
Thursday Sept. 15 1:15 P.M.	OPENING OF RESORT COLLECTION One showing only of Oleg Cassini's Resort collection. By invitation. Contact: Kay McGowan, LO. 5-6453.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Sept. 15 2:30 P.M.	OPENING OF RESORT AND HOLIDAY COLLECTION One showing only of the Resort and Holiday collection, designed by John Moore. By invitation. Contact: Jo MacLeod, BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Thursday Sept. 15 3:00 P.M.	PRESS PREVIEW: FALL & WINTER CUSTOM-ORDER Presentation of custom-order and ready-to-wear collection, created for Elizabeth Arden in Paris. By invitation. (For release, Mon., Sept. 19). Publicity: Alan McGeehan at Rasponi Assoc., 667 Madison Ave., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Thursday Sept. 15 3:30 P.M. Cocktails	PRESS PREVIEW: MEN'S SPRING COLLECTION Preview of Spring collection of men's suits and sports jackets. By invi- tation. Publicity: Robert Green, PL. 3-1640.	PETROCELLI CLOTHES (28 WEST 23RD ST.)	THE FOUR SEASONS 99 EAST 52ND STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 15 4:00 P.M. Champagne	OPENING: HOLIDAY AND RESORT COLLECTION Showing of Bob Smith's Holiday and Resort collection of dresses. By invitation. Continuous thereafter.	BOB SMITH, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Sept. 15 4:00 P.M.	OPENING: RESORT AND HOLIDAY COLLECTION <u>One showing only</u> of Samuel Winston's Resort and Holiday collection, designed by Roxanne. Contact: CH. 4-2616.	SAMUEL WINSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Sept. 16	MAINBOCHER RELEASE DATE--Press Preview, Sept. 14 at 11:00 A.M. (See Pg.6).		
Friday Sept. 16 9:00 A.M.& 12:00 Noon	IMPORT FASHION SHOW-- TWO PRESENTATIONS Fall import collection at breakfast and luncheon showings with report by Nancy White, Editor, "Harper's Bazaar". Ready-To-Wear Committee of Fashion Group and Fashion Dept., "Harper's Bazaar". Prices: <u>Breakfast--</u> \$6.00 (members), \$10.00 (guests); <u>Luncheon--</u> \$10.00 (members), \$15.00 (guests). One guest to a member for luncheon. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Sept. 18- Oct. 18	THE SECOND ANNUAL NATIONAL INTERIOR DESIGN MONTH. Publicity: Ted Materna, 75 East 55th Street, PL. 3-3240.		
Sept. 19	SAKS FIFTH AVENUE RELEASE DATE--Nina Ricci Fall Hosiery. (No show).		
Monday Sept. 19 10:00 A.M.- 12:00 Noon	SELECTION OF "SWEATER QUEEN OF 1960" The "Sweater Queen of 1960" and "Junior Sweater Queen of 1978" will be introduced at the fifteenth annual National Sweater Week (Sept. 19 - Sept. 25). By invitation. Contact: Edward Brandwein, MU. 3-7520.	KNITTED OUTERWEAR FOUNDATION	WALDORF-ASTORIA
Monday Sept. 19 10:30 A.M.	SHOWING: HOLIDAY AND CRUISE COLLECTIONS Showing daily except Friday--Leonard Arkin at 10:30; Special Occasions at 11:00; Andrew Arkin at 11:30. Contact: Linda Clifford, WI. 7-5324.	LEONARD ARKIN; SPECIAL OCCASIONS; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Sept. 19 11:00 A.M.	PRESS PREVIEW: CUSTOM- ORDER COLLECTION Preview of the Oldric Royce custom-order collection. By invitation. Publicity: Nona James, YU. 6-6980.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Monday Sept. 19 12:30 P.M.	CUSTOMER SHOWING: LINE- FOR-LINE IMPORTS Bamberger's will present their line-for-line imports for Fall and Winter. Publicity: Carolyn Black, Market 4-4200, Ext. 2024.	BAMBERGER'S (NEWARK, N.J.)	3RD FLOOR
Monday Sept. 19 2:30 P.M.	OPENING: HOLIDAY AND RESORT COLLECTION Showings at 2:30 P.M., Sept. 19, 20. Contact: Helen Maxwell, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Sept. 19 4:00 P.M. Cocktails	PREVIEW OF RESORT SPORTSWEAR COLLECTION Preview showing of Resort sportswear for press and buying offices. By invitation. Contact: LO. 5-7514.	TINA LESER, INC. (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 19 4:00 P.M. Cocktails	ITALIAN DESIGNED FALL-WINTER FURS De'Cor will preview its "Fatto Con Amore" Fall-Winter fur collection, designed by Roman couturier Emilio F. Schuberth. Commentator: Contessa De Gorda. (<u>Showing at 4:30 P.M.</u>) By invitation. Publicity: Trudy Brooks at Terry V. Seymour, 16 West 55th Street, PL. 7-9170.	DE'COR FURS INC. (130 W. 30TH ST.)	HARWYN CLUB 112 EAST 52ND STREET
Tuesday Sept. 20 9:15 A.M. Breakfast	PRESS PREVIEW: RESORT- SPRING SPORTSWEAR Jantzen will present their swimwear and playclothes to the press. By invitation. Contact: Sally Larson, OX. 7-0811. Publicity: Eloise Walton at Rogers & Cowan, PL. 9-6272.	JANTZEN, INC. (261 MADISON AVENUE)	MAIDMAN PLAYHOUSE 416 WEST 42ND STREET
Sept. 20	MACY'S RELEASE DATE--French and Italian Millinery Originals. (No show).		
Tuesday Sept. 20 9:30 A.M. Coffee	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Jacques Kaplan will present the Georges Kaplan Fall-Winter "Americana" furs, inspired by great works of modern American artists. <u>Showing at 10:00 A.M.</u> By invitation. Publicity: Terry V. Seymour, PL. 7-9710.	GEORGES KAPLAN (730 FIFTH AVENUE)	WHITNEY MUSEUM 22 WEST 54TH STREET
Tuesday Sept. 20 11:30 A.M.	FALL-WINTER FASHIONS BY TWO DESIGNERS Fashions by Gigi la Curiel of Milan and Bernard Newman of the United States. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 20 11:30 A.M.	PRESS SHOWING: IMPORTS, HOLIDAY AND CRUISE Mignon will preview their Holiday and Cruise collection, including imports. By invitation. <u>Trade showings</u> Sept. 26, 28, 30, Oct. 1 at 11:30 A.M. Contact: Marcella Wolfe or Vincent Mignon, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Sept. 20 3:00 P.M.	PRESS PREVIEW OF CUSTOM FASHIONS Bob Bugnand will present his custom-order daytime and evening fashions, created by him in Paris. All orders will be produced in his Paris atelier. By invitation. Contact: TE. 8-0750.	BOB BUGNAND	19 EAST 62ND STREET SALON
Tuesday Sept. 20 4:00 P.M. Cocktails	PREVIEW OF RESORT AND SPRING COLLECTION Press preview of Resort and Spring collection of knitwear. Mme. Ghislaine de Kernaingant, the designer, will be present. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	KORRIGAN LESUR CORP.; AVAGOLF	HAMPSHIRE HOUSE THE COTTAGE
Cancelled Sept. 20	KORET OF CALIFORNIA'S SPRING PREVIEW IN LOS ANGELES, ORIGINALLY SCHEDULED FOR 4:00 P.M., HAS BEEN CANCELLED.		
Tuesday Sept. 20 4:00 P.M.	PRESS PREVIEW: SPRING FABRICS FOR 1961 Deering Milliken will preview their retail fabrics for Spring 1961. By invitation. Contact: Harris Lindsay, OX. 5-1200.	DEERING MILLIKEN	1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Sept. 21	ROSH HASHONAH (Jewish New Year)--Begins at Sundown on Wed., Sept. 21. First two days of Holiday: <u>Thursday, Sept. 22 and Friday, Sept. 23.</u>		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 23	MACY RELEASE DATE -- Junior Deb (Celanese) Fashions (<u>No Show</u>).		
Sept. 26	SAKS FIFTH AVENUE RELEASE DATE -- Fur Fashions (<u>No Show</u>).		
Monday Sept. 26 2:30 P.M.	PREVIEW: CRUISE AND SPRING COLLECTION Haymaker will present their Cruise and Spring collection of shirts, skirts, separates, pants, playclothes and knitted dresses. By invitation. Publicity: Grace Horton, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday Sept. 26 2:30 P.M. Tea	PRESS PREVIEW: FALL AND WINTER ORIGINALS Fontayne will invite the press to preview her Fall and Winter originals. By invitation. Publicity: Rich-LaCaille, MU. 8-1918.	FONTAYNE	331 EAST 55TH STREET GARDEN ENTRANCE
Monday Sept. 26 3:00 P.M.	PREVIEW OF RESORT & HOLIDAY COLLECTION Press and resident buyers will preview the Resort and Holiday collection. By invitation. Contact: LeRoy Grayson, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Monday Sept. 26 3:30 P.M. Cocktails	WORLD PREMIERE: SWIMWEAR FASHIONS, 1961 Enchantress of Florida, ltd. will present a private showing for press and buyers of the 1961 swimwear collection. By invitation only. Continuous showings thereafter at 1407 Broadway and 407 Lincoln Road, Miami Beach, Florida. Contact: OX. 5-7960.	ENCHANTRESS OF FLORIDA	THE FOUR SEASONS 99 EAST 52ND STREET
Tuesday Sept. 27 9:30 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER FUR FASHIONS Preview of Fall and Winter fur collection. Showing at 10:00 A.M. By invitation. Contact: Mrs. S. K. Steffen, CI. 7-1388. Publicity: Vera Bacal, PL. 3-8421.	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON
Tuesday Sept. 27 12:00 Noon Luncheon	SWIMWEAR FASHIONS FOR 1961 Preview for press and buyers of the Rose Marie Reid 1961 swimsuit collection. By invitation. Publicity: Virginia Dickson, PE. 6-6274.	ROSE MARIE REID, INC. (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Tuesday Sept. 27 2:30 P.M.	RESORT AND SPRING DRESS COLLECTION Press and resident buyers will preview David Crystal's Resort and Spring dress collection. By invitation. Trade beginning Oct. 3 at 10:30 daily, except Friday. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Sept. 27 4:00 P.M.	PREVIEW OF SPORTS- WEAR COLLECTION Cabana's preview of Cruise-Resort sportswear, beachwear, dresses and separates; also introducing a new collection of knitted swimsuits, designed by Pembroke Squires. By invitation. Continuous showings thereafter at showroom. Publicity: Margaret Hodge, PL. 5-7630.	CABANA BEACHWEAR CO.	1410 BROADWAY SHOWROOM - 17TH FLOOR
Wednesday Sept. 28 12:15 P.M. Luncheon	PREVIEW: JER-SEA OF SWEDEN SWIMSUITS First New York presentation of Jer-Sea knitted swimsuits and beachwear, presented by P. & M. Distributors, and introducing designer Hans Heitsch. By invitation. Contact: Mr. Gunnar Porath, WI. 7-9295.	P. & M. DISTRIBUTORS (1270 BROADWAY)	HOTEL PLAZA PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 28 2:30 P.M.	PREVIEW OF SPRING SUITS David Crystal will preview their Spring suits to press and resident buyers. By invitation. Continuous daily, beginning Monday, Oct. 3. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Sept. 28 3:30 P.M. Cocktails	PREVIEW: RESORT AND SUMMER SWIMSUITS Roxanne will present a preview of their 1961 swimsuit collection. Showing at 4:00 P.M. By invitation. Contact: Judith Hall at Diamond-Barnett, MU. 2-7025.	ROXANNE SWIMSUITS (1407 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 28	SHOWING OF RESORT SWIMWEAR COLLECTION Informal showings on Sept. 28 of Darlene's Resort swimwear collection. By appointment. Contact: Bernard Goodman, BR. 9-9400.	DARLENE KNITWEAR, INC. (350 FIFTH AVENUE)	HOTEL PLAZA PRIVATE SUITE
Thursday Sept. 29 12:30 P.M. Luncheon	COATS AND SUITS AT LUNCHEON SHOW George Carmel's Fall and Winter coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Banquet Dept.", PL. 9-3000. Fashion Dir: Mary Alice Rice, CI. 6-1790.	GEORGE CARMEL, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday Sept. 29 4:00 P.M. Cocktails	PREVIEW OF RESORT, CRUISE SWIMWEAR Preview of Cole of California's Resort-Cruise beachwear fashions for 1961. By invitation. Contact: BR. 9-2886.	COLE OF CALIFORNIA (1407 BROADWAY)	HOTEL PLAZA GRAND BALLROOM
Thursday Sept. 29 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS AWARD Eighteenth annual Coty American Fashion Critics' Award to fashion designers, selected by a jury of fashion editors. Fashion show at 9:00. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. RODGERS AUD.
Thursday Sept. 29 8:00 P.M.	BENEFIT BALL: ADELE SIMPSON COLLECTION Bamberger's annual Designer's Ball presented with the Grace Line, Harper's Bazaar, Junior League of Newark, for the benefit of Camp Hope for Retarded Children. Adele Simpson's collection, starring contestants for "Miss Rheingold" 1960 title. The S.S. Santa Paula will be the first American passenger liner to enter the Newark harbor. By invitation. Publicity: Carolyn Black, Market 4-2400, Ext. 2024.	BAMBERGER'S (NEWARK, N. J.)	S.S. SANTA PAULA (GRACE LINE, NEWARK)

<u>Beginning</u>	<u>SPRING OPENINGS</u>	<u>LOS ANGELES FASHION</u>	<u>INDIVIDUAL SHOWROOMS</u>
Sunday	IN LOS ANGELES	GUILD	
Oct. 2	Sun., Oct. 2: Maxwell Shieff, 12:00 Noon; Jewel, Inc., 4:00 P.M.; Helga, 6:00 P.M. Mon., Oct. 3: Edith Small, 8:00 A.M.; Marusia, 11:00 A.M.; Howard Greer, 2:00 P.M.; Cahill Ltd., 3:00 P.M.; Irene Inc., 4:30 P.M.; Helen Rose, 8:00 P.M. Tues., Oct. 4: M. Nadler, 10:00 A.M.; Charles Cooper, 11:00 A.M.; Travilla, 2:15 P.M.; Ernest Newman, 3:30 P.M.; Werle, 5:00 P.M.; Georgia Bullock, 7:30 P.M.; Wed., Oct. 5: Michael Novarese, 9:00 A.M.; Paul Whitney, 10:30 A.M.; Bud Kilpatrick, 5:30 P.M. By appointment: Peggy Hunt, Adele of California, H. Charles, Michaelson, Oscar of Beverly Hills, Ursula. Contact: L. A. Fashion Guild, 819 Santee.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Oct. 2 2:00 P.M. - 5:00 P.M.	"EBONY'S SYMPHONY IN FASHIONS" Showing of new European and American fashions, representing world's leading designers. For benefit of Nat'l Urban League, in cooperation with Johnson Publications. Tickets: \$5.00. Contact: Evelyn Broidy, PL. 1-0300.	NATIONAL URBAN LEAGUE GUILD (14 EAST 48TH)	WALDORF-ASTORIA GRAND BALLROOM
Monday Oct. 3 11:30 A.M.	PREVIEW OF FUR COLLECTION Press preview of Fall and Winter made-to-order furs, designed by Emeric Partos. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Monday Oct. 3 3:30 P.M. Cocktails	PREVIEW OF SWIMWEAR AND BEACH FASHIONS Preview of swimwear and beach fashions for Resort and Summer. By invitation. Contact: LO. 4-8288. Publ.: Phyllis Youngheart, PL. 1-0752.	SUN FASHIONS OF HAWAII (1407 BROADWAY)	1407 CLUB 1407 BROADWAY
Monday Oct. 3 4:30 P.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION Preview of Fontana's export collection, made in Rome. By invitation. Publicity: Rosemary Sheehan, 27 East 37th St., MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday Oct. 4 9:00 A.M. Breakfast	PRESS PREVIEW OF CRUISEWEAR FASHIONS John Weitz will present Cruisewear fashions, manufactured by Stratford Shirt Co., Sportabouts, Pantabouts, Elon of Cal., Downen Knitwear Ltd. By invitation. Contact: Leona Rudd, LO. 3-4920.	JOHN WEITZ DESIGNS INC. (1407 BROADWAY)	THE COLONY RESTAURANT 30 EAST 61ST STREET
Tuesday Oct. 4 12:00 Noon Cocktails- Luncheon	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON Presentations of awards for diamond jewelry design, chosen from sketches submitted anonymously to selection committee. Cocktails, 12:00 Noon, Empire Room; luncheon, 12:45 P.M., Sert Room. By invitation. Contact: Mildred Kosick, PL. 7-5700.	N. W. AYER & SON, INC.	WALDORF-ASTORIA EMPIRE & SERT ROOMS
Tuesday Oct. 4 1:00 P.M.	OPENING OF SPORTSWEAR COLLECTION Opening of the Mr. Mort Resort and early Spring sportswear collection, designed by Julie Isles. By admission card only. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Oct. 4 2:15 P.M.	RESORT, SPRING SHOW IN CALIFORNIA Travilla will present his Holiday, Resort and Spring collection. By invitation. Thereafter by appointment in showroom. Contact: Travilla, L.A.	TRAVILLA (LOS ANGELES) (853 N. LA CIENEGA)	BEVERLY HILLS HOTEL BEVERLY HILLS, CALIF.
Tuesday Oct. 4 2:30 P.M.	RESORT AND SPRING SPORTSWEAR COLLECTION Preview of Melba Hobson's Resort and Spring collection for Mr. Gee. By invitation. Contact: WI. 7-8178.	MELBA HOBSON FOR MR. GEE	1407 BROADWAY SHOWROOM - 25TH FLOOR
Tuesday Oct. 4 4:00 P.M. Cocktails	"SUNSATIONALS '61"-- SPRING PREVIEW IN N.Y. Koret of California will invite press and buyers to preview the Spring 1961 coordinated sportswear and swimsuits. By invitation. Contact: Mary Zales, LO. 5-2442. Publicity: Joy Frizze, 611 Mission, San Francisco.	KORET OF CALIFORNIA	SHERRY NETHERLANDS CRYSTAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 4 4:00 P.M. Cocktails	PREVIEW: RESORT AND SPRING COLLECTION "The Garden Bouquet Collection"--McMullen's Resort and Spring fashions. By invitation. Thereafter in showroom. Contact: Esther Reifer, OX. 5-4270.	THE McMULLEN CO. (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Wednesday Oct. 5 9:00 A.M. Breakfast	PREMIERE SWIMSUIT SHOWING "Dream Girls"--Maidenform, 38-year old largest maker of brassieres, enters the swimsuit industry, previewing their first collection. <u>Showing at 9:45 A.M.</u> By invitation. Publicity: Elinor Lenz at Bell & Stanton, 441 Lexington Ave., YU. 6-1250.	MAIDENFORM, INC. (200 MADISON AVENUE)	500 CLUB 500 SEVENTH AVENUE
Wednesday Oct. 5 11:00 A.M.	PRESS PREVIEW: CRUISE- RESORT COLLECTION Greta Platttry will present her Cruise and Resort collection of Swimwear, beachwear, dresses, sun dresses and sporting separates. By invitation. Contact: LA. 4-4671.	GRETA PLATTTRY	LOOMTOGS SHOWROOM 1410 B'WAY-15TH FLOOR
Wednesday Oct. 5 2:30 P.M.	PREVIEW: DRUISE- RESORT COLLECTION Robert Sloan will present his Cruise-Resort collection of sportswear, separates, blouses, designed by Sylvia DeGay. By invitation. Thereafter continuous. Publicity: Margaret Hodge, PL. 5-7630.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday Oct. 5 4:00 P.M. Cocktails	PREVIEW: SPRING AND SUMMER SPORTSWEAR White Stag will present Spring and Summer 1960 sportswear fashions at a preview for press and buying offices. <u>Showing at 4:30 P.M.</u> By admission card only. Contact: Vera Holton, BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	PARK LANE HOTEL CRYSTAL BALLROOM
Thursday Oct. 6 12:00 Noon Luncheon	SPRING FABRICS AT LUNCHEON SHOW Semi-annual fabrics luncheon. (Price and more details later). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Oct. 6 4:30 P.M. Cocktails	PRESS PREVIEW: CRUISE AND SUMMER SWIMSUITS Catalina will preview their 1961 Cruise and Summer swimwear. By invitation. Publicity: Maria Brown, PE. 6-2855.	CATALINA, INC. (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Monday Oct. 10 12:15 P.M. Buffet	PRESS PREVIEW OF SPRING COLLECTION By invitation only. <u>Show at 1:00 P.M.</u> Trade showings, Oct. 11, 12, 13, 18, 19, 20 25, 26, 27 at 1:00 P.M. Contact: Marie Shapiro, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday Oct. 10 4:00 P.M.	PRESS PREVIEW: RESORT AND SPRING COLLECTION Preview for press, by invitation. Trade at 10:30 A.M., Oct. 11, 12, 13, 18, 20. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Oct. 11 10:30 A.M.	SHOWING OF RESORT & SPRING COLLECTION Showing of Herbert Sondheim's Resort and Spring collection, designed by Sara Ripault. By appointment. Contact: LA. 4-7540. Publicity: Rosemary Sheehan, MU. 5-1280.	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

1961

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